

COUNTY OF YORK

MEMORANDUM

DATE: January 24, 2002 (BOS Mtg. 2/5/02)

TO: York County Board of Supervisors

FROM: James O. McReynolds, County Administrator

SUBJECT: Requests for Allocation of Lodging Tax Revenues

As the Board is aware, in each of the past several years requests have been received from various groups and organizations for funding allocations from the tourism-designated lodging tax revenues. Normally, these requests are received in December and January and then are packaged for consideration by the Board in the Spring in conjunction with deliberations concerning allocations from the tourism funds for capital projects. However, as in previous years, several of the requests for funding are somewhat time sensitive. Therefore, I am taking this opportunity to forward them to the Board now so that the requesting groups will be able to plan accordingly based on the Board's decisions with respect to their requests.

The following paragraphs summarize the two time-sensitive requests:

Yorktown Fourth of July Celebration (Attachment A)

In each of the past three years, the Board has provided a grant from the tourism-designated lodging tax revenues to support the Yorktown July 4th Celebration. As I believe the Board is aware, the County plays a major role in staging the event and, in order to ensure that it runs as smoothly as possible, has taken on the responsibility of providing a significant amount of logistical support and equipment. This year, the Division of Parks and Recreation is requesting a grant of \$29,000 to fund the equipment and work-as-required staff necessary to support the 2002 event. A copy of the proposed budget is attached. Since planning for the 2002 event is already underway and since the logistical support is so critical to the success of the event, the planning committee is anxious to know whether the Board will be able to support its request.

Celebrate Yorktown Committee – Symphony Concert Support (Attachment B)

The Celebrate Yorktown Committee (CYC) (a subcommittee of the Yorktown Foundation) is seeking a contribution to assist in its efforts to stage a Virginia Symphony Concert in Yorktown, as has been done the past five years. The symphony concert has helped over the past five years to attract additional interest in Yorktown as a destination for community and cultural events. Events of this type are encouraged by the Yorktown Master Plan and last year's change in venue to the Victory Monument proved to be very successful and well-received. Last year, the Board provided a \$6,000 grant to assist the CYC in staging the event.

In accordance with the Board's grant conditions, the CYC conducted a visual survey

of license plates and vehicle decals in the primary parking lots on the evening of the concert in an effort to determine attendance characteristics. Overall, it was estimated that approximately 4,000 people attended the concert (and over 900 people rode the trolleys that were in operation). A total of 937 cars were counted in the primary parking lots (NPS Visitor Center, Courthouse, and Administration Building). Of those, 411 vehicles were from York County. The remaining 526 vehicles were non-County, and 61 of those were from another state.

I believe these statistics demonstrate that events of this type encourage visitation to Yorktown by non-County residents. Although someone from an adjacent locality might not be thought of as a traditional "tourist," they do represent an important component of the total Yorktown visitor mix. "Discovery" of Yorktown by Peninsula-area residents will be critical to the success of new business ventures and their survival during the off-peak tourist season and events such as the Symphony concert will help to encourage that "discovery" process. Therefore, I believe that continued County support of this event is appropriate and desirable and I recommend that the Board again provide a grant of \$6,000 for this purpose. This support could be in the form of a "pledge" to be paid from FY 2003 lodging tax revenues (i.e., payable after July 1, 2002, which would be in time for the August 2002 concert).

Recommendation

The approved Yorktown Capital Improvements Plan anticipates the allocation of funds in FY 2003 for these two programs. Sufficient funds have been designated and reserved from the FY 2002 lodging tax revenues to cover the July 4th grant and an allocation to the CYC for Symphony support is anticipated in the projected FY 2003 CIP allocations.

I recommend approval of both allocations through the adoption of proposed Resolution No. R02-25.

Carter/3337:jmc
Attachments